



Louisville Visual Art Association

Call for Artists

Reflections on a Louisville Landmark 150 years of Louisville Water Company

Sponsored by Louisville Visual Art Association and Louisville Water Company
Entry Deadline: Friday July 30, 5PM



Reflections on a Louisville Landmark is an exhibition showcasing the historical Louisville Water Tower and Pumping House at 3005 River Road in Louisville, Kentucky. This competitive exhibition is a celebration of Louisville Water Company's 150th anniversary, and will feature only artwork created throughout the years by artists using the Water Tower or the original Pumping Station as a subject. This exhibition will be in the Charlotte Price Gallery at Louisville Visual Art Association (LVAA) and will run in conjunction with an exhibition of original historical Water Tower architectural drawings and memorabilia in the Percy Brown Grand Hall.

The original Pumping Station and Water Tower for Louisville Water Company (LWC) were officially put into service on October 16, 1860. The Water Tower is the oldest and most ornamental structure of its kind still standing in the United States. Chief Engineer Theodore Scowden designed the structures. His vision was a classical design that would be "regarded as the most elegant structures for water purposes in the United States." The original pumping facilities were designated National Historic Landmarks in 1972 – one of only seven such designations in Louisville.

Eligibility

All artists are eligible. Applicants for youth under 18 years of age require a parent/guardian signature. All artwork must be *original*. All mediums are acceptable. *And from any time period.*

\$20 entry fee (non-refundable)

2010 Calendar

July 30, 2010 – deadline for submissions, work must be postmarked by July 30

Week of August 9, 2010 – notification of acceptance into exhibition

August 27, 2010 – deadline for artwork to be received at LVAA

September 9, 2010 – opening reception and awards presentation

September 3–October 22, 2010 – Exhibition

October 16, 2010 (10am–4pm) – Louisville Water Company 150th anniversary celebration

Week of October 25, 2010 – return shipment/ pick up work at LVAA

Juror – Juilee Decker, Ph.D.

Dr. Juilee Decker is chair of the art department at Georgetown College where she is associate professor of art history and an affiliate faculty member in women's studies. Decker's research interests are public sculpture and British art, as well as reception theory and circuits of artistic consumption. She is a founding member of the international organization Public Art Dialogue and maintains active membership in three key organizations: College Art Association, Southeastern College Art Conference, and Historians of British Art. Her teaching responsibilities span every era of art history with focused seminars on curatorial studies and art historical methods, as well as leading a study abroad course on the history of museums in London, England.

Decker's professional activities include curation, research and writing, and presentation. She has curated more than 30 exhibitions of local, regional, and international scope. Decker serves as a public art advisor to programs in Kentucky, Indiana, Ohio, and Florida. She also serves as a grant reviewer for the Kentucky Foundation for Women.

Procedure/ Judging

Jurying of artwork will be done by digital images only. Each artist must submit a CD or flash drive of artwork. Slides and hardcopy photographs will not be accepted. Application must also include a completed entry form and a \$20 entry fee (non-refundable). No submission postmarked after July 30, 2010 will be accepted. (CDs and flash drives will not be returned unless a self-addressed, stamped envelope is provided by the artist).

Each artist may submit a total of three works. 2D work may be no larger than 3' x 2'. Each work may be represented by up to two digital images, where appropriate and necessary: one showing the overall view and one detail. Each image must be labeled with artist name, title of piece, and indication of overall view or detail. Do not send original artwork to LVAA until notified of acceptance into the exhibition. All artwork received without notification will be returned unopened at the artist's expense.

Submission of the signed entry form (parent /guardian signature required for artists under 18 years of age), \$20 entry fee, and digital images of work on either a CD or flash drive constitute entry to the exhibition. *Entries by email will not be accepted.*

Mail entry form and registration fee to: Louisville Visual Art Association,
Attn: *Reflections on a Louisville Landmark*, 3005 River Road, Louisville, KY 40207

AWARDS

Best of Show Award	\$750
Photography Award	\$500
2 Dimensional Award	\$500
3 Dimensional Award	\$500
Youth Artist Award	\$250

Sales

All work will be for sale unless marked NFS (Not For Sale). Sales from exhibition will be encouraged. The artist will receive 50% of final sale price. LVAA will collect a 25% commission and Louisville Water Company will collect a 25% commission on all sales from exhibition.

Notification/ Delivery of Work/ Removal of Work

Notification of juror's decisions will be made promptly upon completion of the jury process. Hand delivered work may be dropped off at LVAA before August 27, 2010. Shipped works must be prepaid, insured and received by August 27, 2010. Shipping containers must be well constructed and suitable for return shipment. Works unsuitably packed or damaged are the responsibility of the artist and will be returned and not included in the exhibition.

Please Remember

- Each work must be clearly marked with artist's name and title of work on a label affixed to back of the piece or tagged accordingly.
- All accepted work will be insured by LVAA during the exhibition.
- Any work that differs substantially from submitted photos will not be included in the exhibition.
- All accepted work must be delivered ready to hang or display.
- All accepted work must stay with LVAA until close of exhibition and will be available for pick-up or return shipment to the artist by the week of October 25, 2010.

Prepaid return shipment of work is the sole responsibility of the artist. Artists must contact LVAA with return shipping information by October 1, 2010. Hand delivered work may be picked up at LVAA beginning on October 25, 2010. The LVAA will not be responsible for artwork either not returned shipped or retrieved after November 30, 2010.

For more information contact Mary Margaret Carlton at 502.896.2146 x109 or mary@louisvillevisualart.org.

www.louisvillevisualart.org